



# The Fall Challenge Sale of 1913



**Our 21st Annual Challenge Sale Begins Friday Morning, September 26, and Continues Through Carnival Week**

ESTABLISHED 1892

## The Fair

1121-1123 FARNAM ST. OMAHA, NEB.

**This Is the Most Sensational Sale of the Season. Buy Your Winter Clothing Now and Save Money**

**Women's and Misses' Coats**

\$30 Misses' and Women's Plain or Crushed Plush Sealote Coats, lined with plain or fancy silk lining, charming frogs; challenge sale price..... **\$14.97**

\$25.00 and \$20 Misses' and Women's Plush Coats, in the latest styles; challenge..... **\$9.97**

\$17.50 and \$15 Misses' and Women's Fall Coats, in the fancy stripe effects, novelty knotted mixtures, and the new Jacquard weaves; the trimmings are exceptionally well chosen, being original in design and extremely good taste; challenge sale price, \$2.75 and..... **\$7.45**

\$10 Misses' and Women's Sample Cloth Coats, in a large range of shades, sizes up to 44; challenge sale price..... **\$3.75**

Misses' and Children's Drummer's Sample Cloth Coats, values range from \$2 to \$5; take your choice, for..... **75c**

\$2.50 and \$1.50 Ladies' Pure Wool Sweater Coats, in all sizes and shades; challenge sale price, 98c and..... **79c**

**PETTICOATS**

\$3.00 Silk Petticoats, in a large range of shades; challenge sale price..... **\$1.45**

\$2 Messaline Petticoats, in all shades; challenge sale price..... **98c**

\$1 Black Sateen Petticoats..... **45c**

50c Black Sateen Petticoats..... **25c**

\$3 values Misses' and Women's new Fall skirts, serge and Panama materials, plain or button-trimmed; challenge sale price..... **75c**

**Women's and Misses' Suits**

\$35 Ladies' Tailored Suits, new fall suits in becoming styles, basket weaves, serges, diagonals, etc., cutaway coats and other new models, guaranteed, with the best of satin lining; the skirts are all the latest models and in choice of shades; challenge..... **\$18.95**

\$25.00 and \$20.00 new arrivals in Ladies' Fall Suits, serges, basket weaves and novelty mixtures; some are slightly draped, also in the most wanted shades; challenge sale price,..... **\$9.95**

\$12.45 and..... **\$9.95**

\$15 and \$10 Misses' and Women's new Fall Drummer's Sample Suits, broadcloth and fancy tweeds; the skirts are in the full and straight lines, the shades are Copenhagen, navy, brown, black and tan; some of these suits are cutaway; challenge sale price,..... **\$3.95**

**Knit Underwear**

50c Overall and Bungalow Women's Aprons; challenge sale price..... **35c**

\$1 values Misses' and Women's Muslin Underwear; choice of Nightgowns, White Petticoats, Corset Covers, Combination Suits, Princess Slips, Drawers; trimmings of fall lace and embroidery; wonderful values; challenge sale price..... **38c**

**Suits for Men and Boys**

The Most Wonderful Challenge \$15 Men's Suits, cassimere, worsteds and blue serge materials, pure silk linings, in sizes from 33 to 48; challenge sale..... **\$8.98**

\$12.50 and \$10 Men's and Young Men's Suits, new shades of gray, also fancy mixtures; challenge sale price, \$6.45..... **\$4.35**

\$8.50 Boys' Knickerbocker Suits, every one a good value, sizes 3 to 16; challenge sale..... **\$1.59**

Just received 187 Men's and Young Men's Sample Suits. These values run up to \$7.50 and include worsteds and cassimeres, in sizes from 16 to 44. So come early and take your choice at this great challenge..... **\$2.74**

**Hats and Caps for Men and Boys**

\$2.50 Men's new Fall Hats, choice of derbys, velours and felts, all sizes and shades; challenge sale price..... **\$1.24**

75c Small Boys' Hats; challenge sale price..... **25c**

\$2 Men's Sample Hats, 500 to select from, all kinds of shapes, including the most staple hats, challenge sale price..... **75c**

\$1 Men's Fur Lined Dress and Staple Caps, all sizes; challenge sale price..... **45c**

75c and 50c Men's Fur Lined Dress and Work Caps; challenge sale price, 35c and..... **24c**

**Ladies' Hand Bags**

\$3.50 Ladies' Solid Seal Leather and Leather Lined Handbags; all leather covered frames; challenge sale price..... **\$1.69**

\$2.50 and \$1.50 Ladies' Solid Leather Hand Bags; challenge sale price, \$1.24 and..... **73c**

\$1 Ladies' Velvet Handbags; challenge sale..... **45c**

\$5 Ladies' Unbreakable Sterling Silver Mesh Bags; challenge sale price..... **\$2.45**

\$1, \$3 and \$2 Ladies' German Silver Soldered Link Mesh Bags; challenge sale price, \$1.90, \$1.35 and..... **95c**

15c Ladies' Extra Large Shopping Bags; challenge sale price..... **5c**

**Dresses Specially Priced**

\$15 and \$12.50 Misses' and Women's Dresses for street, afternoon and evening wear, made of chambruse, nets, serges, silks and satins; the newest concepts in fashions are handsomely displayed; pretty draped effects; the newest shades are represented; challenge sale price,..... **\$6.45**

\$7.45 and..... **\$6.45**

\$10 Misses' and Women's navy, dark brown and black shades Corduroy Dresses, the girle and piping, which form a pretty finish; some are plain, and a few belted; challenge sale price..... **\$4.95**

\$7.50 Misses' and Women's all wool Serge Dresses, with and without laid-down collars; some have frills and lace; the dresses come in all shades; challenge sale price..... **\$3.45**

\$1.00 Misses' and Women's Wash Dresses, Wrappers, Kimonos, sizes up to 44; challenge sale price..... **35c**

**Women's and Misses' Hosiery**

10c Misses' and Children's Black Ribbed Hose..... **3c**

15c Women's Tan and Black Ribbed Hose..... **5c**

25c Misses' and Women's Lisle Hose in all shades; challenge sale price..... **9c**

50c and 35c Misses' and Women's Black and Tan Silk Hose, all sizes; challenge sale price,..... **15c**

**The Grandest Opportunity to Buy Your Shoe Supply.**

Notice Prices Are Less Than the Raw Hides.

**SHOES for WOMEN and MISSES**

\$1.50 Women's and Misses' Juliet and Martha Washington styles Slippers; challenge sale price..... **83c**

\$2.50 Women's and Misses' new Fall Shoes, button or lace, plain or tipped toes, gummetal, patent coltakin, vici, velvet and tans, wide and narrow lasts. Come to Fair Store and take advantage of this great opportunity to save money; challenge sale price..... **\$1.73**

400 pairs of Misses' and Women's Sample Shoes, Cuban, or military heels, in all leathers and styles, slightly scuffed by drummers; values range from \$2.00 to \$2.50; take your choice at this great challenge sale..... **\$1.00**

\$2.50 and \$2 Grown Girls' and Children's Kid, Gummetal, Button or Lace Shoes; these have white, tan or red tops, with tassels; challenge sale prices,..... **98c**

\$1.10 and..... **98c**

**SHOES FOR MEN**

\$4 Men's 18-inch high top All Leather Tan or Black Shoes; challenge sale price..... **\$2.25**

\$3.50 and \$3 Men's Dress Shoes, Russia, tan, gummetal, vici and box calf, low or high heel, button or blucher, in sizes 6 to 11; challenge sale prices,..... **\$1.74**

\$1.98 and..... **\$1.74**

\$2.50 Men's Button or Lace Gummetal or Vici Kid Shoes; challenge sale..... **\$1.48**

**Men's and Boys' Pants**

75c Boys' Knickerbocker Pants, serge and fancy mixtures; challenge sale price..... **35c**

\$1 Boys' Long Pants, challenge sale price..... **48c**

\$1.25 Men's Khaki Pants..... **55c**

\$1.50 Men's Worsted and Cassimere Trousers, belt loops, with and without cuffs, all sizes; challenge sale price..... **78c**

\$2.50 and \$2 Men's Sample Trousers, in new fall models and shades, all sizes; challenge sale price, \$1.24 and..... **95c**

\$5, \$4, and \$3 Men's Pure Wool Serge Cassimere and Worsted Trousers, fancy mixtures, plain blues and black, choice of materials in many shades, full, semi and regular peg, belt loops, cuffs and without cuffs; challenge sale price, \$2.89, \$1.95 and..... **\$1.47**

**Men's Furnishings Reduced**

25c and 15c Men's Lisle and Cotton Half Hose; challenge sale price, 12 1/2c and..... **5c**

10c Men's Black and Tan Half Hose..... **3c**

50c and 35c Men's Pure Silk Hose, double heel and toe, all shades; challenge sale prices,..... **15c**

25c and..... **15c**

50c and 25c Men's Dress and Work Suspenders, President and Police and Firemen's styles; also the new staple shades; challenge sale prices, 25c and..... **10c**

700 Men's Odd Vests, fancy worsteds and blue serges, left over from suits that sold for \$2.25; challenge sale..... **25c**

\$1 Men's Dress Kid Gloves; challenge sale price..... **50c**

50c Men's Silk Reversible Ties, choice of the string, four-in-hand and tecks, all shades; challenge sale price..... **23c**

25c Men's Silk and Sateen Ties, excellent qualities; challenge sale price..... **13c**

10c Men's White Hem-stitched Handkerchiefs..... **3c**

50c and 35c Men's All Leather and Leather Lined Belts; challenge sale price, 24c and..... **12c**

**Women's Flannel Gowns**

\$1.50 Ladies' Flannel Gowns..... **74c**

\$1 Ladies' Flannel Gowns..... **48c**

75c Ladies' Flannel Gowns..... **37c**

**Gloves, Handkerchiefs and Aprons**

1,000 Pairs Women's Long Silk and Lisle Gloves, elbow length, \$1 values; challenge sale price..... **39c**

25c Ladies' Pure Linen Handkerchiefs..... **10c**

15c Ladies' Fancy Hem-stitched Handkerchiefs..... **5c**

10c Ladies' and Children's Hemmed Handkerchiefs..... **1c**

**Dressing Sacks and Skirts**

35c Dressing Sacks; challenge sale price..... **10c**

\$7.50 Brocaded Velvet Skirts, every one a distinctive model; challenge sale..... **\$3.95**

\$5 and \$4 Corduroy Skirts, come in black and assorted shades, plain and newest models, challenge sale price,..... **\$1.95**

\$2.45 and..... **\$1.95**

\$7.50 and \$5 Misses' and Women's Skirts, in the new seasonable materials, in becoming styles; choice of serges, basket weaves, novelty slit sides, mixtures, plaids and checks; challenge sale price, \$3.45 and..... **\$2.95**

\$5 and \$2.50 Misses' and Women's Skirts, in a variety of materials including: serge; challenge sale price, \$3.45 and..... **\$1.25**

**More Luxurious Than Ever Before Our Fur Values the Greatest to be had**

\$25 Red Fox Muff and Throw Set, splendid quality, made in the latest style; challenge sale price..... **\$12.45**

\$20 and \$15 Hudson Seal and Civit Cat Fur Sets; challenge sale price,..... **\$7.45**

\$9.95 and..... **\$7.45**

\$10 and \$7.50 Sample Fur Sets, choice of pointed fox, caracul and French cone; challenge sale price, \$4.95 and..... **\$3.75**

**Slip-ons and Raincoats for Men**

\$10.00 and \$7.50 Men's Pure Rubberized Rain Coats, Slipons, Garbadines and Cravenettes, in medium and dark shades, all sizes; for choice of two prices, challenge sale, \$4.98 and..... **\$3.25**

and..... **\$3.25**

\$5 choice of any Men's Slipon Rainproof Rain Coat, and guaranteed not to rip; all seams cemented; challenge sale..... **\$2.25**

**Overcoats for Men and Boys**

\$40 Men's Mink and Fur Lined and Fur Collar Overcoats, challenge sale price..... **\$19.95**

\$30 Men's Plush Lined Broadcloth Fur Collar and Facing Overcoats, in all lengths; challenge sale price..... **\$13.95**

\$20 Men's Sample Plush Lined and Fur Collar Overcoats; challenge sale price..... **\$9.85**

\$15 Men's New Fall and Winter Overcoats, three-quarter and full length, convertible, auto and laid-down collars, sateen lined, a great value; challenge sale price..... **\$7.45**

\$12.50 and \$10 Men's Overcoats, in the most staple shades and models, in sizes 33 to 50, at the challenge sale price of..... **\$4.95**

\$6.25 and..... **\$4.95**

\$7.50 Young Men's Belted or Plain Overcoats, in fancy or plain shades; challenge sale price..... **\$3.25**

\$5 and \$3.50 Children's Overcoats; some with fur collar and cuffs, others belted, military collars; challenge sale price, \$2.45 and..... **\$1.98**

**Rain Coats and Caps**

\$10.00 Misses' and Women's Silk Rubberized Coats, military collar effect, full length, a guarantee for three years; exceptionally low priced for challenge..... **\$3.75**

50c Women's Cream Fleece and Ribbed Union Suits, in all sizes; challenge sale..... **15c**

50c Women's Cream Fleece and Ribbed Union Suits, in all sizes; challenge sale..... **29c**

50c Misses' and Children's Ribbed and Fleece Vests and Pants; challenge sale price..... **8c**

**Children's Wash Dresses**

\$1 and 75c Ladies' slightly muslin Washes. These are drummer's samples. Plain or embroidered; also black sateen and blue chambray collars; challenge sale price..... **15c**

\$1, 75c and 50c Children's Wash Dresses, in assorted shades and sizes; challenge sale price..... **25c**

**Women's and Misses' Waists**

\$2 Misses' and Women's Shirt-waists and beautiful Silk Waists; challenge sale price..... **75c**

\$1.50 Ladies' Dainty Blouses, handsome models, with the new drop shoulder style; choice of crepes, voiles, fancy ratines; many pretty styles to select from; challenge sale price..... **59c**

\$1.50 Lace Curtains, sizes 72x90; challenge sale price,..... **69c**

**Blankets and Comforters**

\$3.45 All Wool Bed Blankets, in assorted shades, also checks; silk finished edges; challenge sale price..... **\$1.73**

\$1 Medium weight heavy Blankets; challenge sale..... **45c**

\$1.50 Heavy, durable Comforters, guaranteed for satisfaction; challenge sale price..... **77c**

**Low Challenge Prices in Men's Sweater Coats and Underwear**

\$5 Men's Norfolk style Pure Wool Sweater Coats, choice of several shades; challenge sale..... **\$2.45**

\$4 and \$3 Men's All Wool Cardigan Sweater Jackets, Jersey and Knitted Sweater Coats, military or plain collars; challenge sale prices, \$1.95 and..... **\$1.25**

\$2.50 Men's All Wool Sweater Coats, choice of 32 styles and colors, values ranging up to \$2.50; challenge sale price..... **89c**

\$2 and \$1.50 Men's heavy Sweater Coats, and Jersey Sweaters, in the gray, navy and wine colors; remarkably low priced challenge sale price..... **59c**

98c Men's Ribbed Union Suits for fall and winter wear; challenge sale price..... **45c**

\$1 Ladies' All Silk Umbrellas..... **48c**

25c Oil cloth, in remnants, in all staple shades; challenge sale price, per yard..... **9c**

**Come Early Friday Morning FOR THE Best Bargains on Earth**

ESTABLISHED 1892

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1121-1123 FARNAM ST. OMAHA, NEB.

S. E. Corner 12th and Farnam Streets

**Lowest Prices Always Our Chief Attraction**

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**He Spoils Scheme to Trade Bottoms Lot for an Automobile**

A 300 lot in the lowlands northeast of Omaha for an automobile, real estate man after, would be a good trade for the fellow dispossessed of the lot. Well, Charles E. Williamson of Omaha just traded such a game when some month, fellow was known to get an automobile from a Chicago party for a share of \$20, Williamson did not butt

in. He received a letter from Biggs Bros of Chicago asking him to ascertain the value of the lot, as they said an Omaha party had, through the mails, offered to trade the lot for an automobile. The writer of the letter represented the lot as having a 6-room bungalow renting at \$2, and representing the house and lot as worth \$1.20. Biggs Bros wanted to trade the automobile all right, but they were suspicious of a man that would trade property of so great value. They tipped Williamson off on the matter and he went into the records. He found the lot way down in the lowlands, between Florence lake and the Missouri

river. He looked up the assessment and found there was no house and that the lot was assessed at \$5. Five times that figure, according to the usage of assessments, should give the value of the lot. So Williamson wrote Biggs Bros that the lot was worth about \$25. The lot is represented as owned by I. C. Owens. The name does not appear either in the telephone book or city directory.

**Consistent Dollars**

boy trouble, but a genuine quarter bush Dr. King's New Life Pills; for constipation, malaria, headache and jaundice. For sale by Weston Drug Co.—Advertisement.

**BELLEVUE FRESHIES AND SOPHS HAVE A MIXUP**

Hostilities broke out Tuesday between the freshmen and sophomore classes when the former attempted to hold a meeting for the election of officers. With much acrimony the freshmen assembled their numbers and hid themselves to one of the upper rooms of Clark hall. However, a sly soph was on the job and soon the other class entered the meeting in the form of a flying wedge. For a few minutes a battle royal waged, but in the end numbers told and the sophs were expelled from the meeting. Late Morgan

was selected to head the Bellevue Freshmen this year and as the younger class is now organized now to the luckless soph who is caught alone.

Rumor has it that the foot ball team is to be strengthened by the addition of a back field man weighing 200 pounds and of ten-second speed. With the material already at hand this may help to pull down the rag for the Indians this year.

**ILLINOIS CENTRAL ADDS CARS TO AK-SAR-BEN TRAINS**

Realizing the importance and magnitude of the Ak-Sar-Ben festival as a business proposition, the Illinois Central

is lining up a better service for western Iowa people, who desire to visit Omaha next week, than ever before.

The Illinois Central will run a special train out of Omaha at 10:30 Wednesday night, making stops at all stations between here and Wall Lake, 100 miles away. Beginning Monday and continuing daily until Thursday, extra coaches will be attached to trains No. 11 and 12 at Wall Lake and be brought to Omaha. Leaving for the east, during each of the days named, two extra coaches will be attached to No. 12, and more, if needed.

Persistent Advertisers is the Road to His Return.

**OMAHANS ELECTED OFFICERS OF INSURANCE CONGRESS**

At the annual election of officers of the Iowa Fraternal Insurance congress held at Des Moines Tuesday the following officers for the ensuing year were elected: A. H. Cory, president; Mrs. Emma D. Manchester, supreme guardian of the Woodmen Circle, vice president; William Koch, secretary-treasurer; Dr. G. H. Schick, 232 Franklin street, was elected as a member of the executive committee.

The next meeting will take place at Des Moines in September of next year.